



COUNCILMEMBER DONNA FRYE

CITY OF SAN DIEGO – SIXTH COUNCIL DISTRICT

Press Release

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FRYE & WESTFIELD INITIATE PILOT PROGRAM FOR SOLAR POWERED TRASH COMPACTORS

Westfield places two Big Belly units in Mission Valley Shopping Center for busy holiday season

San Diego, CA - Touting the environmental benefits of an innovative new program, Councilmember Donna Frye, Westfield Senior Vice President of Development, Jonathan Bradhurst, and President of New Market Waste, Rob Ryan introduced the first two solar-powered *Big Belly* trash compactors in the San Diego region at the Westfield Mission Valley Shopping Center.

Frye said, "This project is exciting because it not only saves money, but it also saves energy, fits larger volumes of trash into our landfills, and moves our region towards greater energy independence." Frye continued, "The use of solar-powered trash compactors has proved to be beneficial for many cities throughout the United States. I am excited that Westfield is increasing their use of solar power by participating in this pilot program, which eventually could be expanded to other areas within the city. I'm optimistic that residents will also be able to recognize these environmental benefits as we continue to increase the use of renewable energy sources in San Diego."

The program is a 60-day pilot study to determine the value and benefits of these eco-friendly units that could revolutionize the trash collection business. Based on the results of the program during the busy holiday season at the Westfield Mission Valley Shopping Center, Frye will consider expanding the study to other locations throughout the city.

These unique receptacles can hold up to four times more trash than regular cans. Holding more trash translates to time saved from having to empty garbage cans and more time dedicated to helping customers and keeping the center well-maintained. Additional benefits of the *Big Belly* machines include:

- Requires minimal sunlight to operate
- Encloses odors
- Keeps trash in and vermin out

“Using solar-powered trash compactors will help Westfield be more efficient, keeping the center well-maintained during our busy season,” said Westfield Senior Vice President of Development, Jonathan Bradhurst. “We very much appreciate Councilmember Frye considering Westfield for such a dynamic program.”

Added Frye, “It is great being able to bring together two companies like Westfield and Seahorse Power in order to promote the use of solar power. This pilot program will save Westfield time and money and help keep trash in the *Big Belly*.”

Seahorse Power Company developed the Big Belly solar-powered trash compactor. The company, located in Massachusetts and formed in April 2003, specializes in developing energy management technology and energy-efficient products. Their solar-powered trash compactors are used in municipalities in the U.S. and Canada.

Frye is the Councilmember for the Sixth Council District of the City of San Diego, which includes the communities of Clairemont, Kearny Mesa, Linda Vista, Mission Bay, Mission Valley and Serra Mesa. She has served on the City Council representing District Six since June 2001. She is currently the chair of the City Council’s Natural Resources and Culture committee.

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